

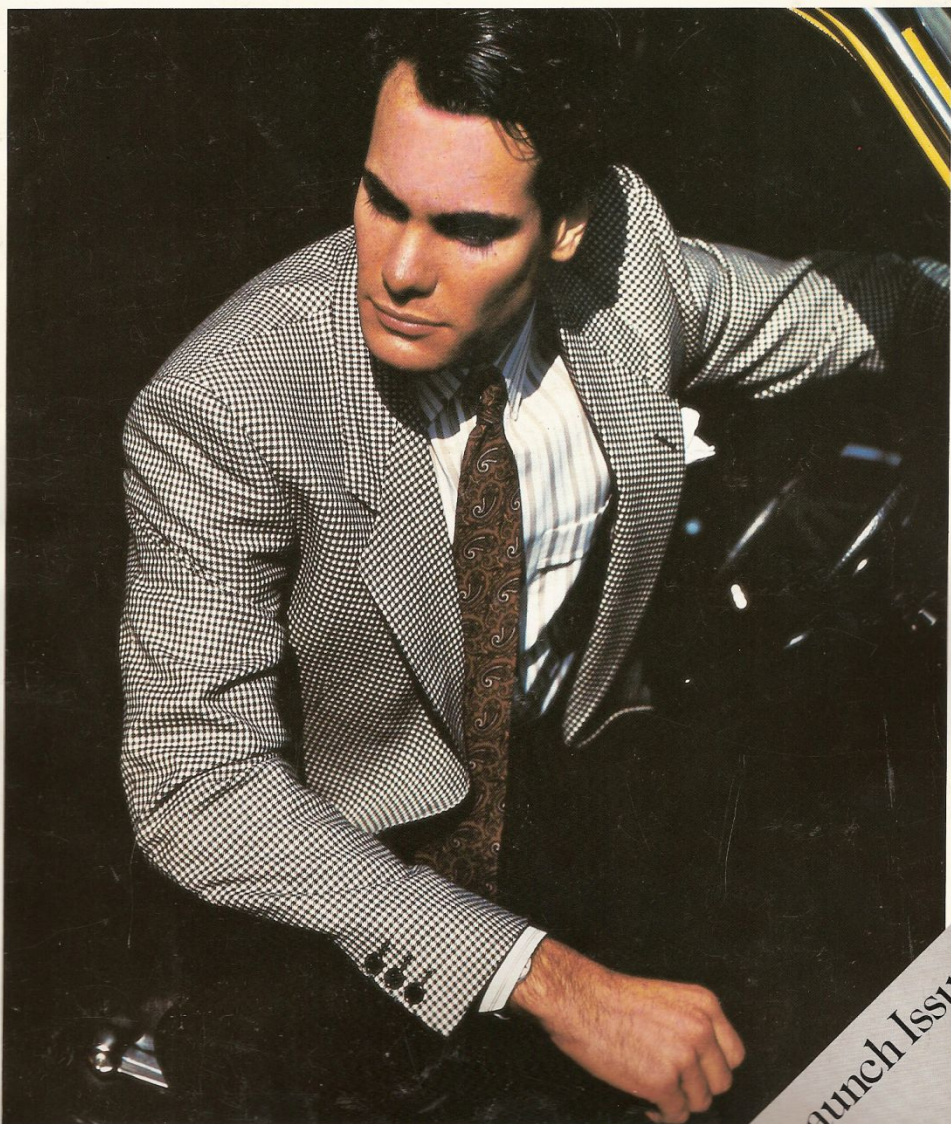
FHM

IT'S GREAT TO BE MEN

DONE BY CHLOE, KELVIN AND AIDANA

FOR HIM

SPRING / SUMMER '85



Launch Issue

British magazine
28 countries
1985
Monthly
Bauer Media Group
Men's lifestyle
For Him
Mass sector
3.99

ARE YOU A ZERO IN BED?
ANSWER OUR QUIZ AND BRACE FOR THE TRUTH

10 HOLLYWOOD BLOCKBUSTERS
6 MUST-KNOW FACTS ABOUT FLIRTING
4 FIESTAS TO GATE-CRASH
3 BATHROOM BOO-BOOS

ALODIA'S FAVORITE GAME
AMBERLIN BEER AS ANTISEPTIC
TAMING A FAKE BULL

RICH ASUNCION
SHE'S MONEY IN THE BANK

IMPROVE YOUR BASKETBALL IQ
TIME TO GET YOUR BUTT OFF THE BENCH

BAHAY KUBO BRIGADE
THE LIFE-SAVING POWERS OF SITAW, BATAW, PATANI

THE NO. 1 MAGAZINE IN THE PHILIPPINES
MAY 2011

YOU'LL GET BY WITH A SMILE...
TOP 40 OPM LINES YOU MUST SING TO HER TONIGHT

ROBOTS VS. MANKIND
HOW WE'RE ALREADY LOSING THE BOUT

ALSO STARRING NONITO DONAIRE PUNCHES BACK • CHRIS GARCIA'S FAMOUS TATTOOS • JIM LIBIRAN ON FUTKAL AND HAPPYLAND

P140
SUMMIT MEDIA

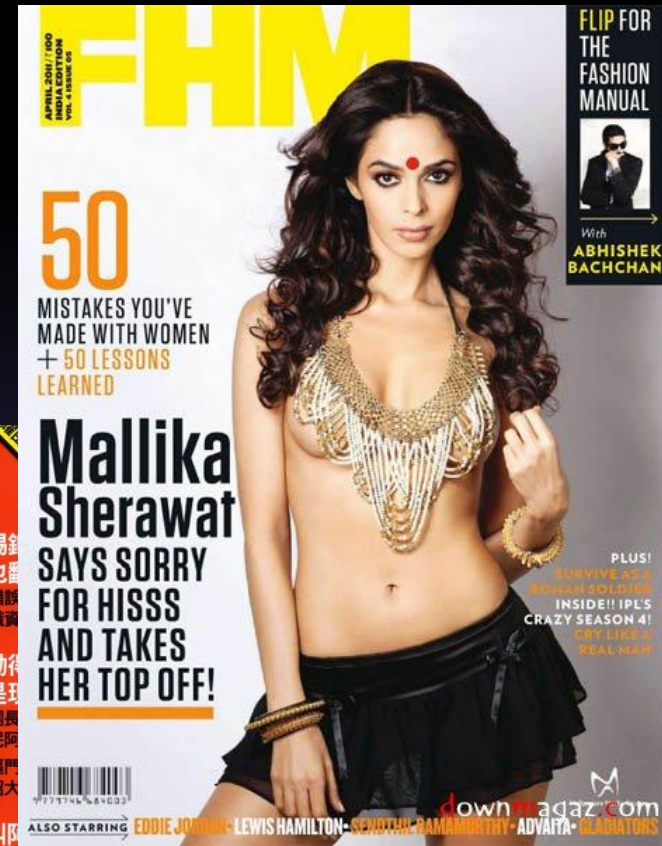
- Bought on impuls
- HOOK cover page
- Personal Identity
- Personal relationship
- surveillance



Cover pages



Representation



Semiotics
 The masthead – bold and simple
 Bright colors
 Articles – many colors and highlighted
 Background – 1 colour

Stereotypical male interests

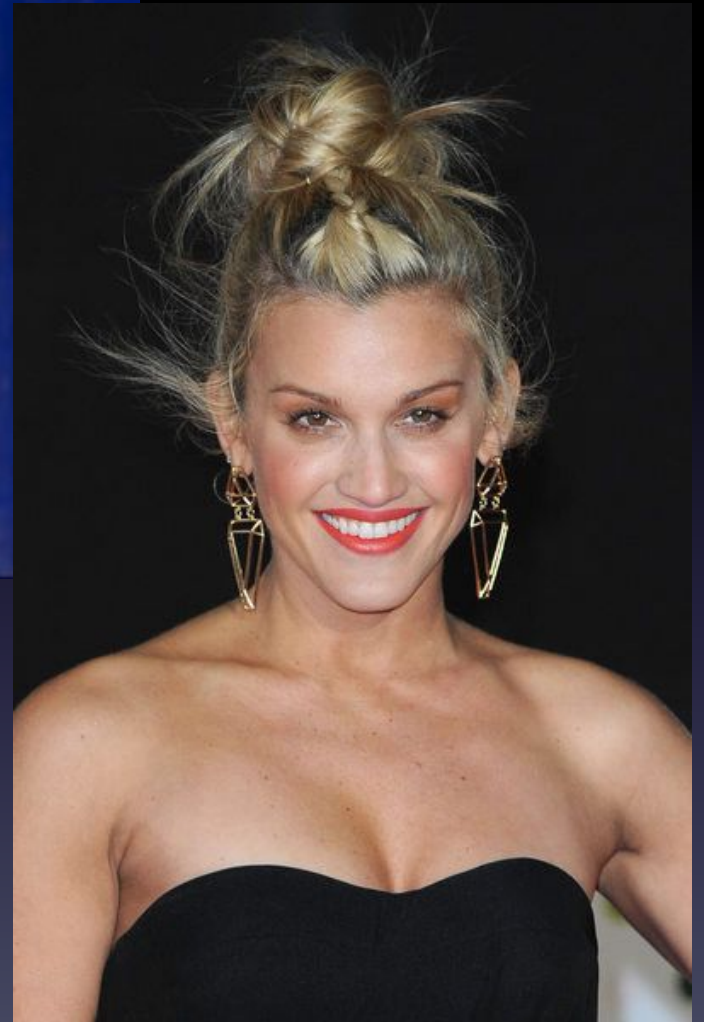


Signifier
Signified
Iconic
Indexical
Symbolic
Discourse

Manipulation



referent



Ideas

- Women, clothes, food, alcohol, cars, body, how to be cool, attract female, money, experiences, interviews, web sites, music, easy life, advertisement



Values

- Clothes
- Be dominant
- Food and drinks
- Cars
- Women
- Masculinity



Beliefs

- Women should have sexy body
- Women are nothing
- Live life to the full
- Buy more stylish clothes
- Eat and drink more
- Buy good cars
- Have a good physical appearance



Ideology

- Patriarchy
- Unrespectful behavior to women
- Male degradation
- Capitalist
- Consumerism
- Stereotypes

E70
NEW BALANCE AT SCHUH.CO.UK

KNOWLEDGE IS POWER Four things you can hunt, forage and pick right now...

01 Hinds
Female deer are in season, but not the males. How can you tell? The male always has the horn.

02 Ptarmigans
Don't be fooled by this plump gamebird's pretty exterior; it's a right tough bastard and only lives in the harsh mountains of Scotland.

03 Magic mushrooms
You might trip on this psilocybe semilanceata in a field or grassy meadow... or your lounge, bedroom.

04 Pumpkins
A bit like a tomato, these big orange buggers are fruits. The plant's flowers are also edible, and the flesh makes for a great autumn soup.

19 **Make time for morning glory**
A study from the University of New South Wales found that exercising in the morning before breakfast is the best time if you want to lose weight. Scientists believe this may be because exercising before you eat means your body has to burn fat for fuel, as your glycogen stores will be depleted after a night of fasting. "Five-minute core training sessions will give you visible results in no time," explains celebrity trainer Jess Schuring. "One of the most basic exercises you can do is the plank." Hold for 45 seconds, and then repeat on both sides.



26 **Go green**
Put the kettle on, but ditch the builder's brew. Practically sodium-free, green tea packs in theanine, an amino acid that reduces anxiety and stress chemicals in the brain, making you feel calmer. There's caffeine in green tea too, which when combined with the theanine improves brain function, perking up your brain all the way up.

27 **Get up, stand up**
Each time you stand up, your heart has to pump blood to your head. This is why you feel a little lightheaded when you stand up too quickly. To avoid this, take a few deep breaths before you stand up.

28 **Eat carbs (but only the sweet ones)**
Carbohydrates are the body's primary source of energy. They are broken down into glucose, which is used by the body for energy. Eating carbohydrates can help you feel more energetic and focused.

29 **Get some shut-eye**
Sleep is essential for your health. It helps your body to repair itself and gives your brain a chance to rest. Getting enough sleep can help you feel more alert and productive.

20 **Give your fingers a rest**
Get over being lazy in your life expectancy. A recent study suggests a link between the forward-leaning posture of texters with hyperphonia, an arching of the spine, closely linked with pulmonary disease and cardiovascular problems. So do yourself a favour and put the phone down.

21 **Look for health on the middle shelf**
Researchers at Cornell University found that you're 27 times more likely to grab on the middle shelf if it's on the middle shelf in your fridge. The brain works in mysterious ways.

22 **Sing your heart out**
It's no coincidence that you're often off-key when you sing. The brain's ability to control the vocal cords is linked to the brain's ability to control the heart. Singing can help improve your heart health.

23 **Bring out the box sets**
It turns out there's truth in the old adage that laughter is the best medicine. When we laugh, we stretch muscles throughout our face and body, our pulse and blood pressure go up, and we breathe faster, sending more oxygen to our tissues - much like a workout does. "The effects of laughter and exercise are very similar," says Steve Wilton, a physiotherapist and laugh therapist. (Via that, an actual thing! So sit up, not your chest, commonly, by the way, and USA, yourself healthy.)

24 **Get a grip**
Want to lift heavier weights? Then work on your grip, not your biceps. Grip strength is your muscles in your wrists, forearms and hands. Personal trainer Mark Hodan has three exercises to help strengthen them: "First, the straight-arm hang: grip yourself on a pull-up bar and hang for as long as you can with straight arms. Second is the static barbell hold: put a weight on the barbell and allow it to hang with straight arms, with your hands either side of your thighs. Finally, the gripper squeeze: grab a tennis ball or

25 **Pop a sunshine pill**
Exposure to sunlight is a natural source of vitamin D - but this is Britain, so take a tab and lower your risk of a premature death by as



The big question

WILL MY BALLS LEAK OVER TWITTER?

If you're not taking middle pins and handling them in complete anonymity, then you're late to the biggest trend of 2014...

According to the trend's inventor, a 28-year-old Londoner, it's a simple idea: you take a photo of your balls, and you post it to Twitter. The photo is then shared to other users, who can see it, but they can't see your name or profile picture. The idea is to keep your identity anonymous while still being able to see what other people are doing.

For those who are not into the trend, it's a bit of a mystery. Why are so many people doing this? Some say it's just a way to have fun, while others say it's a way to express themselves. Whatever the reason, the trend is taking off.

But there are some risks. If you're not careful, you could end up leaking your identity. So make sure you're using a secure network and that you're not giving out any personal information.

And finally, remember that this is just a trend. It's not a way to make money or gain fame. So don't get too carried away.



Advantages

- Goals
- Attitude
- Entertainment
- Globalized

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